



heetch

Enjoy your night out

November 2016

heetch

Is helping **young people**
to enjoy their night out



Thanks Heetch! Great night :)

A ride-sharing service open only at night (20h – 6h)



A Sharing Economy platform

DRIVERS CAN ONLY SHARE THEIR CAR COST

- A driver can only pay back **his annual car costs**
- Drivers are limited to the average annual car cost: **6.000€ in France¹**
- Average in 2015: 1.858€ per driver (<5% reach the annual limit)

A FREE DONATION AT THE END OF THE RIDE

- Heetch doesn't fix a price
- The passenger can give a free donation at the end of the ride in order to participate to the driver annual car costs

¹This number is calculated by The Agence de l'Environnement et de la Maîtrise de l'Energie (ADEME) - *"Véhicules particuliers vendus en France"* - Guide officiel, édition 2011 p.26

80% of the passengers are under 25 years old



 **AndréaEmanuelli** ♥ ∞ @Andrea_Martins · 7 déc.
Heetch, c'est la vie. 🍷

 **Griezmann&Alaba** @Jeremy_Merat · 22 nov.
@Chlo_Adr Ou heetch ça sauve la vie le week end 🙌

 **SAMBA** @SandyRstfin · 10 nov.
Heetch ça sauve des vies

 **Clarou** @ClaraNus · 30 nov.
Rentrer en heetch de soirée c'est vraiment la vie!

 **margux** @Marg2_02 · 8 nov.
J'ai jamais autant rigoler que dans le Heetch

 **axelle** @AxelleSr · 8 nov.
l'application heetch elle révolutionne nos vies

“Force young people to order a professional driver when they go out is like forcing young people to book a hotel room when they are on holidays: **it doesn't make any sense and they don't do it.**”

Teddy Pellerin - cofounder Heetch

European leader of **next generation night-time mobility**



France

Paris : September 2013
Lyon and Lille : November
2014

Poland

Warsaw : January 2016

Sweden

Stockholm : June 2016












Italy

Milano : September 2016

Belgium

Brussels : November 2016

The **Sharing Economy** evolution

	1 Free exchange	2 Sharing cost		3 Professionalization
		Share the cost of an event	Pay back its costs	
Hosting	 			
Car				
Transport				
Service				
Biens				

Thoughts about Sharing Economy

FUNDAMENTAL PRINCIPLES

- **Easy:** ones creates an account, offer a good or service immediately
- **Social sharing:** an experience between amateurs
- **Different offers:** goods or services we couldn't have access before

GUIDELINES

- We have to be able to distinguish “**amateur**” and “**professional**” individuals
- Professional must respect the professional framework
- We have to create a new framework for sharing economy
- It has to remain simple for non professional individuals or we'll lose them.

One framework for Collaborative Economy

HEETCH PROPOSAL

- Distinction between “professionals” and “amateurs” thanks to an annual limit
- Authorisation for every individual to **pay back its annual car cost** until 5 000€ a year
- Taxation on these revenues **collected directly by the platform**

SOME EXAMPLES ABROAD

- Italy is studying a law in order to authorise any individual to make 10 000€/a year on all Collaborative Economy platforms with **a 10% flat tax collected by the platform**
- Belgium has adopted the same law with a 5 000€/a year on all platforms except hosting (AirBnB) which is already regulated



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